Table of Contents

ACKNOWLEDGMENT v

PREFACE vii

CONFERENCE PROGRAM xix

Part One

MARKETING MANAGEMENT

A. POLICY ISSUES FOR STANDARDS OF COMPETITION

1. *Workable Competition Reexamined* 3
Stephen H. Sosnick

2. *Standards of Competition and the Food Industries* 19
Jesse W. Markham
Charles C. Slater

3. *Competitive Behavior and Product Life Cycles* 46
Robert D. Buzzell

B. LONG RANGE PLANNING IN INDUSTRIAL-CONSUMER GOODS COMPANIES

4. *Developing a Statement of Corporate Strategy* 71
Seymour Tilles

5. *Strategic Planning in Diversified Companies* 76
Norman Berg

C. ORGANIZATIONAL STRUCTURE

6. *Organization Structure and its Underlying Theory of Buyer Behavior* 87
John A. Howard

7. *The Application of Operating Control Systems to Marketing* 94
Carlos R. Vest

XUM

D. MARKETING COMMUNICATIONS

8. *Problems of Communications* 113
M. S. Heidingsfield

9. *Behavioral Sciences—Tools for Improving Mass Communications* 127
Burleigh B. Gardner

10. *Communications and the Bottom Line* 133
Stanley F. Damkroger

E. PRODUCT STANDARDS

11. *Standards as They Affect the Economy* 145
F. L. LaQue

12. *Marketing Costs of Inadequate Standards* 159
Thomas L. Barnes

13. *The Costs of Inadequate Standards to the Consumer* 169
Walker Sandbach

F. PACKAGING

14. *The Role of Education in Packaging* 181
Ira Gottscho

15. *Standardized Packaging Dimensions: Help or Hindrance to Effective Marketing* 186
E. T. Mauger

16. *Packaging Communications in International Merchandising* 192
Ernest Dichter

G. SALES MANAGEMENT

17. *Upgrading Field Sales Managers to Marketing Mindedness* 199
George M. Turner

18. *Harnessing Engineers and Scientists to the Sales Effort* 204
R. P. Andelson

19. *Recruiting and Selecting Talent for Growth in a Permissive Industry* 216
Stanford J. Wolf

20. *Sales Conditioning the Corporate Climate* 220
William R. Sears

XUM

Part Two
NEW PRODUCTS

A. MARKETING NEW INDUSTRIAL PRODUCTS

21. *Keys to Success in Product Introduction* 231
Stanford H. Taylor

B. ROLE OF INNOVATION

22. *Scientific Experimentation in Product Innovation* 240
Thomas R. Kemm

23. *Product Innovation in a Scientific Age* 246
Richard S. Rosenbloom

24. *Management of New Product Development* 259
Gwyn Collins

Part Three
MARKETING RESEARCH

A. RESEARCH AND MANAGEMENT

25. *How Can and Should Marketing Research Fit into the Organization Structure for Maximum Effectiveness?* 273
Victor P. Buell

26. *Must We Measure Advertising Effectiveness?* 282
Blaine Cooke

27. *What Do You Mean—Advertising Effectiveness?* 290
Michael H. Halbert

B. NEW DIRECTIONS IN ATTITUDE RESEARCH

28. *Homemaker Living Patterns and Marketplace Behavior* 305
Clark L. Wilson

29. *Personality, Activity, and Attitude Predictors of Consumer Behavior* 332
Edgar A. Pessemier
Douglas J. Tigert

30. *Can Attitudes Predict Customer Behavior?* 348
Lee Adler

XUM

31. *The Importance of Attitudes, the Difficulty of Measurement* 353
Burns W. Roper

32. *Meaning and Attitude Change Can Estimate Advertising Results* 362
Charles E. Swanson

33. *The Limitations of Attitude Research in Managerial Decision-Making* 371
Harry Henry

C. TESTING

34. *The "Present Value" Concept in Evaluating New Products* 387
Morris J. Gottlieb
Irving Roshwalb

35. *Dynamics of Quantifiable Brand-Loyalty in Test Marketing* 401
Stanley I. Cohen

36. *Test Market Measurements for Small Business* 420
Thomas H. Land

37. *Merchandising Tests* 428
George E. Ferris

38. *Control and Reduction of Error in Marketing Tests* 433
Bud Sherak

39. *Pre-Testing the Effectiveness of Advertising and Other Marketing Influences Via In-Store Tests* 440
Ward Jenssen

40. *New Developments in the Use of Experimental Designs in In-Store Testing* 450
Charles A. Sobel
Richard L. Lysaker

Part Four

INDUSTRIAL MARKETING

A. THE MARKETING CONCEPT AND THE INDUSTRIAL GOODS COMPANY

41. *Detailed Orientation of Any Effective Marketing Effort* 463
William H. Rodgers

42. *Common Pitfalls of Marketing Practice* 469
Robert W. Ferrell

43. *Plastic Patches on the Interfaces* 475
David W. Day

44. *Strengthening the Chief Executive's Confidence in Marketing* 479
John D. Louth

B. INDUSTRIAL MARKETING RESEARCH

45. *Popular Misconceptions About Industrial Marketing Research* 487
J. Edward Shrawder

46. *Reducing a Widespread Error in Industrial Forecasts* 499
Irving Schweiger

47. *New Mathematics for Marketing Planning* 507
Philip Kotler

C. INDUSTRIAL ADVERTISING

48. *Market Research: How We Used It to Reach a Market That "Wasn't There"* 531
Ralph F. Seidel

Part Five

MARKETING IN SPECIFIC INDUSTRIES

A. FINANCIAL SERVICES

49. *What Marketing Can and Should Do for Financial Management* 539
James S. Clancy

50. *The Challenge of Marketing Research for Decision-Making by Financial Management—A Savings and Loan Point of View* 549
John M. Westmore

B. PHARMACEUTICAL PRODUCTS

51. *The Functions of Product Management Past, Present, and Future* 563
S. William Berow

52. *Pharmaceutical Marketing and the Public In Perspective* 571
A. Mason Harlow

XUM

53. *Whither Pharmaceutical Marketing Now?*
George M. Naimark 581

C. RETAILING

54. *The Retail Manager in Tomorrow's Market Place*
C. Virgil Martin 593

55. *Changing Impact of Brand Name Promotion on Marketing Channels*
Richard B. Port 598

56. *Management's State in Marketing Education*
William Kroger 603

57. *The Broader Marketing Concept in Retail Management*
Robert D. Entenberg 611

D. TRAVEL AND LEISURE

58. *Travel Industry Institutions Meld Into Marketing Systems Complex Among Pacific Area Nations*
Edward M. Barnet 617

59. *The Growth of Travel by Air*
Jack Abrams 630

60. *A Factor Analysis of Air Traveler Attitudes*
William H. Reynolds
George T. Wofford 640

61. *The Activities Market*
Spencer W. Earnshaw
Anthony Jackson 651

E. SERVICES

62. *Dynamic Markets for the Marketing of Services*
George W. James
Joseph W. Duncan 663

Part Six

INTERNATIONAL MARKETING

A. INTERNATIONAL MARKETING STRATEGY

63. *Does American Marketing Strategy Work Abroad?*
David Dutton 685

64. *How Pepsi Cola Does It in 110 Countries* 694
Norman Heller

B. MARKETING IN CANADA

65. *A Canadian Trilogy on Marketing or What Really Goes on North of Buffalo, New York* 703
Stanley J. Shapiro

66. *The French-Canadian Consumer: Fact and Fancy* 705
Pierre LeFrancois
Gilles Chatel

67. *Marketing in Canada - Chile of the North* 718
R. F. Schelling

68. *Advertising in a Foreign Country - Canada* 728
R. M. McClelland

Part Seven

MARKETING EDUCATION

A. DEMAND

69. *Measuring Marketing Manpower Demand* 745
David J. Luck

70. *Manpower Planning in the Developing Shortage of Marketing Manpower Supply* 750
George D. Stewart

71. *A Projection of Marketing Demands for College Graduates as Indicated by the Detroit Pilot Study* 758
H. Webster Johnson

B. SUPPLY

72. *The Institute for Advanced Marketing Studies New York Chapter American Marketing Association* 765
Elizabeth A. Richards

73. *The University's Role in Manpower Development for Marketing* 772
Conrad Berenson

74. *Actions of the Collegiate Schools of Business to Meet the Growing Marketing Manpower Shortage* 779
Ralph Westfall

Author Index 785

XUM

SPECIAL SUPPLEMENT: DEFENSE/SPACE MARKETING

PREFACE S-3

PRESIDENT'S MESSAGE S-9

SECTION 1: AMERICAN MARKETING ASSOCIATION GOVERNMENT/DEFENSE/SPACE AWARDS PROGRAM

SECTION 2: GOVERNMENT/DEFENSE/SPACE INDUSTRY TAKES ON THE MARKETING CONCEPT S-13
Blair A. Simon

SECTION 3: THE NEW PARTNERSHIP BETWEEN MARKETING AND ADVANCED TECHNOLOGY

D1. *The New Partnership Between Marketing and Advanced Technology* S-23
Victor W. McMahill, Jr.

D2. *Marketing Leadership in Developing Advanced Technology Products* S-27
Eugene T. O'Sullivan

D3. *New Marketing Roles and Needs of the Engineer and Scientist* S-37
Clare P. Stanford

D4. *Educational Challenges Posed by Advanced Technology Marketing* S-43
Allen Mottur

D5. *How Can Technical Men and Marketing Men Communicate Better?* S-50
Daniel I. Cooper

D6. *The New Partnership Between Marketing and Advanced Technology From the Viewpoint of General Management* S-54
Robert E. Sessions

SECTION 4: DESIGNING SALES RESPONSIBILITIES FOR MORE EFFECTIVE DEFENSE/SPACE MARKETING

D7. *The Sales Responsibilities of the Plant Salesman* — John L. Haggerty — S-61

D8. *Managing the Field Marketing Representative* — George B. Gerrish — S-72

D9. *Sales Responsibilities of Top Management* — J. Gilbert Nettleton — S-79

SECTION 5: MARKETING TECHNIQUES THAT GET RESULTS IN THE DEFENSE/SPACE INDUSTRY

D10. *The Aerospace Company Needs a Sales Incentive Plan* — S. F. Divita — S-87

D11. *The Design, Analysis and Negotiation of Incentive Contracts* — John J. Kennedy — S-98

D12. *Marketing of Research* — George F. McHugh — S-124

SECTION 6: HOW TO MEASURE DEFENSE/SPACE MARKETING EFFECTIVENESS

D13. *Measuring the All-Important Company Capability Image* — Philip Horwith — S-131

D14. *Developing an Evaluation System for Sales Performance* — Tom Patterson — S-139

D15. *Measuring the Effectiveness of Marketing Expenditure in Bidding for Defense Contracts* — Kenneth Simmonds — S-149

Author Index—Defense/Space Supplement — S-169

XUM